

Yanchong (Karen) Zheng

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ACADEMIC POSITION

Massachusetts Institute of Technology, Sloan School of Management		Cambridge, MA
7/2021 – present	<i>George M. Bunker Professor</i>	
7/2020 – present	Associate Professor of Operations Management (with tenure)	
9/2013 – 6/2021	<i>Sloan School Career Development Professor</i>	
7/2017 – 6/2020	Associate Professor of Operations Management	
7/2011 – 6/2017	Assistant Professor of Operations Management	

EDUCATION

9/2006 – 8/2011	Stanford University , Management Science & Engineering Ph.D., Production and Operations Management Dissertation: Trust and Trustworthiness in Supply Chain Management	Stanford, CA
9/2003 – 7/2006	Tsinghua University , Department of Automation Master of Science in Control Science and Engineering	Beijing, China
9/1999 – 7/2003	Tsinghua University , Department of Automation Bachelor of Engineering in Automation, Minor Degree in English	Beijing, China

RESEARCH INTERESTS

- Smallholder supply chains in developing countries
- Supply chain transparency and information sharing
- Environmentally and socially responsible operations
- Behavioral operations research

PUBLICATIONS

1. "[Artificial Shortage in Agricultural Supply Chains](#)," with R. Levi, S. Singhvi, *Manufacturing & Service Operations Management*, forthcoming.
 - First Prize, 2019 POMS College of Sustainable Operations Best Student Paper Competition (Singhvi).
2. "[A Tale of Two Food Chains: The Duality of Practices on Well-being](#)," with A. Roth, invited article in *Production & Operations Management* Special Issue on AAA Global Value Chains in the Digital Age in Honor of Hau L. Lee, March 2021, 30(3) 783-801.
3. "[The impact of unifying agricultural wholesale markets on prices and farmers' profitability](#)," with R. Levi, M. Rajan, S. Singhvi, *Proceedings of the National Academy of Sciences*, February 4, 2020, 117(5) 2366-2371.
 - Winner, 2020 MSOM Responsible Research in OM Award.
 - People's Choice Award, 2020 Early-career Sustainable Operations Workshop (Singhvi).
 - Winner, 2020 POMS College of Sustainable Operations Student Paper Competition (Singhvi).
4. "[Motivating Supplier Social Responsibility under Incomplete Visibility](#)," with T. Kraft, L. Valdés, *Manufacturing & Service Operations Management*, November–December 2020, 22(6) 1268-1286.
5. "[Economically Motivated Adulteration in Farming Supply Chains](#)," with R. Levi, S. Singhvi, *Management Science*, January 2020, 66(1) 209-226.
6. "[Network Trust and Trust Behaviors among Executives in Supply Chain Interactions](#)," with E. Choi, Ö. Özer, *Management Science*, December 2020, 66(12) 5823-5849.

7. "[Behavioral Operations: Past, Present, and Future](#)," with K. Donohue, Ö. Özer, *Manufacturing & Service Operations Management* 20th anniversary special issue, January–February 2020, 22(1) 191-202.
8. "[Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives](#)," with T. Kraft, L. Valdés, *Manufacturing & Service Operations Management*, Fall 2018, 20(4) 617-636.
 - Finalist, 2021 M&SOM Best Paper Award.
 - First Prize, 2015 POMS College of Sustainable Operations Best Student Paper Competition (Valdés).
 - Second Prize, 2015 INFORMS Behavioral Operations Management Section Best Working Paper Competition.
9. "[Markdown or Everyday Low Price? The Role of Behavioral Motives](#)," with Ö. Özer. *Management Science*, February 2016, 62(2) 326-346.
10. "[Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States](#)," with Ö. Özer, Y. Ren. *Management Science*, October 2014, 60(10) 2435-2460.
 - Runner-Up, 2013 INFORMS Behavioral Operations Management Section Best Working Paper Competition.
11. "[The NGO's Dilemma: How to Influence Firms to Remove a Potentially Hazardous Substance](#)," with T. Kraft, F. Erhun. *Manufacturing & Service Operations Management*, Fall 2013, 15(4) 649-669.
12. "[Trust in Forecast Information Sharing](#)," with Ö. Özer, K. Chen. *Management Science*, June 2011, 57(6) 1111-1137.
 - 2014 *Management Science* Best Paper Award in Operations Management.
13. "[A Process Analysis of Global Trade Management: An Inductive Approach](#)," with W. Hausman, H. Lee, G. Napier, A. Thompson. *Journal of Supply Chain Management*, April 2010, 46(2) 5-29.
14. "Supply Chain Transparency at Goodio Chocolate," with M. Hämäläinen, T. Kraft, D. Thomas. Chapter 11 in *Responsible Business Operations*, J. Swaminathan, V. Deshpande, eds., 2020, Springer Series in Supply Chain Management, Vol. 10, Springer Nature Switzerland AG.
15. "[Trust and Trustworthiness](#)," with Ö. Özer. Chapter 14 in *The Handbook of Behavioral Operations*, K. Donohue, E. Katok, S. Leider, eds., 2019, Wiley.
16. "[Establishing Trust and Trustworthiness in Supply Chain Information Sharing](#)," with Ö. Özer. Chapter 14 in *Handbook of Information Exchange in Supply Chain Management*, A. Ha, C. Tang, eds., 2017, Springer Series in Supply Chain Management, Vol. 5, Springer International Publishing Switzerland.
17. "[Assessing Consumers' Valuations of Socially Responsible Products with Controlled Experiments](#)," with T. Kraft, L. Valdes. Chapter 3 in *Environmentally Responsible Supply Chains*, A. Atasu, ed., 2016, Springer Series in Supply Chain Management, Vol. 3, Springer International Publishing Switzerland.
18. "[Behavioral Issues in Pricing Management](#)," with Ö. Özer. Chapter 20 in *The Oxford Handbook of Pricing Management*, Ö. Özer, R. Phillips, eds., 2012, Oxford University Press, Oxford, United Kingdom.

PAPERS UNDER REVIEW/REVISION

19. "[Markdown Pricing with Quality Perception](#)," with R. Hariss, G. Perakis, W. Sinchaisri, 2nd major revision at *Manufacturing & Service Operations Management*.
20. "[Relative Performance Transparency: Effects on Sustainable Choices](#)," with R. Buell, S. Mariadassou, major revision at *Management Science*.
21. "[Improving Farmers' Income on Online Agri-platforms: Theory and Field Implementation of a Two-stage Auction](#)," with R. Levi, M. Rajan, S. Singhvi, major revision at *Management Science*.
 - Winner, 2020 INFORMS Public Sector Operations Research Section Best Paper Award.
 - First Prize, 2020 POMS College of Supply Chain Management Best Student Paper Competition (Singhvi).
 - First Place, 2020 POMS College of Behavioral Operations Management Junior Scholar Paper Competition (Singhvi).

- Winner, 2020 POMS Applied Research Challenge.
- Winner, 2019 INFORMS Doing Good with Good OR Competition (Singhvi).
- 22. "[Consumer Trust in Social Responsibility Communications: The Role of Supply Chain Visibility](#)," with T. Kraft, L. Valdés, major revision at *Production & Operations Management*.
- 23. "[On the Frontline of China's Health and Food Safety: The Ministry of Agriculture](#)," with Q. Gao, Y. Huang, Q. Liang, Y. Sui, submitted to *Food Control*.
- 24. "The Party Reigns Supreme: Evidence from Regulatory Transparency in China's Food Industry," with Q. Gao, Y. Huang, Y. Sui, C. Wu, in preparation for *Proceedings of the National Academy of Sciences*.

WORKING PAPERS

- 25. "Risk Drivers for Economically Motivated Food Adulteration in China's Farming Supply Chains," with Y. Huang, R. Levi, S. Springs, S. Wang.
- 26. "Improving Cash-constrained Smallholder Farmers' Welfare: The Role of Government Loan Policies," with W. Pay, S. Singhvi.
- 27. "Where Should I Sell? Data-driven Market Intelligence for Fresh Produce Farmers," with R. Levi, S. Singhvi.
- 28. "Influence Maximization in Rural Networks," with R. Levi, X. Liu, S. Singhvi.
- 29. "The Market Value of Sustainability Disclosure: A Cross-Cultural Behavioral Study," with M. Hämäläinen, T. Kraft, N.L. Paramita, D. Thomas.
- 30. "Stories vs. Numbers: Enhancing Consumer Valuations for Fair Trade Products," with T. Kraft, Y. Lin.
- 31. "Incentives for Quality Investment by Smallholder Farmers," with Y. Yang.
- 32. "Evolution of Trust in Strategic Information Sharing," sole author.
- 33. "Promotion in the Presence of a Rewards Program," with R. Hariss, G. Perakis.
- 34. "Process-driven Discussions in Collective Decision Making for Operational Risk Management," with R. Levi, S. Wang.

GRANTS & HONORS

- MIT Abdul Latif Jameel Water & Food Systems Lab (J-WAFS) Seed Grant, 9/1/2021 – 8/31/2023
- NSF CAREER Award, "A Closed-Loop Methodology for Investigating Trust, Culture, and Information Sharing in Global Supply Chains," award period: 9/1/2015 – 8/31/2020.
- MIT Tata Center for Technology and Design Seed Grant, 9/1/2017 – 8/31/2019
- MIT Abdul Latif Jameel Water & Food Systems Lab (J-WAFS) Seed Grant, 9/1/2015 – 8/31/2017
- *Management Science* Service Awards (every year since 2012)
- *Manufacturing & Service Operations Management* Service Awards (2011, 2015)
- Best Reviewer Award 2013-2014, *Production & Operations Management Journal*, Department of Behavioral Operations
- MIT Buchsbaum Fund Grant, 2012
- Small Grants in Behavioral Economics, Russell Sage Foundation, Grant No. 98-10-10

TEACHING EXPERIENCE

MIT Sloan School of Management

Fall 2018, Spring 2020, 2021 15.769: Operations Strategy (MBA elective), median rating: 4.6/5
Spring 2014, 2016, 2018 15.764: The Theory of Operations Management (PhD), median rating: 4.9/5

Fall 2016	15.780: Stochastic Models in Business Analytics (undergrads), rating: 4.2/5
	15.S72: The Analytics of Operations Management (graduate), rating: 4.5/5
Fall 2012, 2014, 2016	15.795: Behavioral Decision Theories and Applications (graduate), median rating: 4.7/5
Summer 2012	15.761: Introduction to Operations Management (LGO core), rating: 4.8/5
Spring 2012, 2014, 2015	15.761: Introduction to Operations Management (MBA elective), median rating: 4.2/5

CLGO program, Shanghai Jiao Tong University, Antai College of Economics & Management

Summer 2019, 2020, 2021 The Role of Supply Chain Transparency in Environmental and Social Responsibility

University of Virginia, Darden School of Business

January 2014 Guest Lecture: Measuring Consumer Willingness-to-Pay for Socially Responsible Products (Executive Education) (joint with T. Kraft)

The University of Texas at Dallas, School of Management

Spring 2011 Guest Lecture: Behavioral Issues in Pricing Management (MBA) (joint with Ö. Özer)

THESIS SUPERVISION

PhD students

Leon Valdés (Sloan Operations Management, co-advised with T. Kraft, graduated in 2017, now at University of Pittsburgh, Katz Graduate School of Business); Shujing Wang (Operations Research Center – ORC, co-advised with R. Levi, graduated in 2018, now at Lyft); Rim Hariss (ORC, co-advised with G. Perakis, graduated in 2019, now at McGill University, Desautels Faculty of Management); Somya Singhvi (ORC, co-advised with R. Levi, graduated in 2020, now at University of Southern California, Marshall School of Business); Xinming Liu (ORC, co-advised with R. Levi)

Master's students

Olufemi Oti (Leaders for Global Operations – LGO 2013), Gold Truong (LGO 2014), Michael Chun (LGO 2014), Vrajesh Modi (LGO 2015), Elizabeth Ohrt (LGO 2016), Iris Zielske (LGO 2016), Tamara Belkina (LGO 2016), Wichinpong Sinchaisri (Computation for Design and Optimization – CDO 2016), Shwetha Mariadassou (ORC 2017), Carrie Beyer (LGO 2017), Joseph Konefal (LGO 2017), Shai Ben Nun (LGO 2017), Abhishek Tambat (LGO 2018), Becky Smith (LGO 2018), Gustavo Costa (LGO 2018), Wenjia Wang (Technology and Policy Program – TPP 2018), Anjian Wu (LGO 2019), Emily Stinson (LGO 2019), Jessica H. Zhu (ORC 2019), Yilin Yang (CDO 2019), Pengbo Zhang (CDO 2019), Ankur Amlani (LGO 2020), Elnaz Azolaty (LGO 2020), Wen Hong Kenneth Pay (CDO 2020), Morgan McCombs (CDO 2021), Julia Chen (LGO 2021), Monica Gabriela (LGO 2021), Jieyuan Wu (LGO 2021), Jennifer Amlani (LGO 2022), Felipe Correia (LGO 2022), Luke Chiang (LGO 2022), Paige Wyler (LGO 2022)

PROFESSIONAL ACTIVITIES & SERVICES

- Associate Editor: *Management Science*, *Service Science*, *Manufacturing & Service Operations Management*; Senior Editor: *Production & Operations Management*
- Editorial board member: *Foundations and Trends® in Technology, Information and Operations Management*
- Reviewer for *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management*, *Production & Operations Management*, *MSOM Student Paper Competition*, *BOM Best Working Paper Competition*, *MSOM & SIG Conferences*, *National Science Foundation Panels*
- Co-chair of the 2021 MSOM Student Paper Competition and 2021 INFORMS Public Sector OR Best Paper Award
- Committee member of the 2021 MSOM Responsible Research in OM Award
- Member of the three-person committee for the INFORMS BOM Section Best Working Paper Competition in 2015 (chair) and 2016 (committee member)
- Conference Organizer:

- 2017 Annual Behavioral Operations Conference at MIT Sloan
- 2016 MSOM Sustainable Operations SIG Conference (co-chair with T. Kraft)
- 2015 MSOM Supply Chain Management SIG Conference (co-chair with G. Allon, R. Bray)
- Cluster Chair:
 - 2016 POMS Annual Meeting, Socially Responsible Operations Track (co-chair with R. Swinney)
 - 2014 POMS Annual Meeting, Behavior in Operations Management Cluster (co-chair with M. Kremer)
 - 2014 INFORMS Annual Meeting, Manufacturing & Service Operations Management – Supply Chain Management SIG Cluster (co-chair with X. Su)

INVITED TALKS

- *Improving Smallholder Farmers' Welfare via Digital Agricultural Platforms*
 - Middle East Technical University, Department of Industrial Engineering, June 2021
 - Johns Hopkins University, Carey Business School, April 2021
 - Boston University, Questrom School of Business, February 2021
 - University of California Riverside, School of Business Administration, January 2021
 - Beijing Institute of Technology, School of Management and Economics, China, November 2020
 - The City University of New York, Baruch College, Zicklin School of Business, October 2020
 - MIT Center for Transportation and Logistics, October 2020
 - Dartmouth College, Tuck School of Business, November 2019
 - University of British Columbia, Sauder School of Business, October 2019
 - The University of North Carolina at Chapel Hill, Kenan-Flagler Business School, October 2019
 - Duke University, Fuqua School of Business, October 2019
 - University of Michigan, Ann Arbor, Ross School of Business, September 2019
 - Supply Chain Thought Leaders Roundtable Seattle, July 2019
 - The University of Chicago, Booth School of Business, April 2019
 - INSEAD, April 2019
 - HEC Paris, April 2019
 - Clemson University, College of Business, March 2019
 - University of Southern California, Marshall School of Business, February 2019
- *Supply Chain Transparency in Social Responsibility*
 - 2019 China Behavioral Operations Workshop (Beijing, China), December 2019
 - Indiana University, Kelley School of Business, Behavioral Operations Symposium, June 2019
 - Northeastern University, March 2018
 - New York University, Stern School of Business, May 2017
 - London Business School, March 2016
 - University College London, March 2016
 - MIT Sloan IWER Seminar Series, February 2016
 - Georgia Institute of Technology, Scheller College of Business, January 2016
 - Stanford University, Graduate School of Business, November 2015
 - University of California, Los Angeles, Anderson School of Management, November 2015
 - The University of Texas at Dallas, Jindal School of Management, Center and Laboratory for Behavioral Operations and Economics, March 2015
 - MIT Sloan Marketing Seminar Series, October 2014
- *Risk Drivers for Economically Motivated Food Adulteration in China's Farming Supply Chains*
 - University of Minnesota, Carlson School of Management, April 2018
 - Cornell University, SC Johnson College of Business, OTIM Symposium, June 2017
- *Markdown Pricing with Quality Perception and Consumer Optimism: From Experiment to Theory*
 - MIT Sloan OM Seminar Series, September 2016

- *Trust and Information Sharing in Global Supply Chains*
 - GERAD, Montreal, Canada, March 2015
 - Columbia Business School, Columbia University, New York, December 2013
- *Trust in Forecast Information Sharing*
 - Northwestern University, Kellogg School of Management, May 2012
 - The Pennsylvania State University, Smeal College of Business, April 2012
 - University of Maryland, College Park, Robert H. Smith School of Business, November 2011
 - Washington University in St. Louis, Olin Business School, February 2011
 - Indiana University, Kelley School of Business, February 2011
 - Harvard Business School, January 2011
 - The University of Texas at Dallas, School of Management, January 2011
 - Cornell University, Samuel Curtis Johnson Graduate School of Management, January 2011
 - New York University, Leonard N. Stern School of Business, January 2011
 - Massachusetts Institute of Technology, Sloan School of Management, December 2010
 - University of Michigan, Ann Arbor, Stephen M. Ross School of Business, December 2010
 - Santa Clara University, Leavey School of Business, December 2010

CONFERENCE PRESENTATIONS

- 2019 INFORMS Annual Meeting (Seattle, WA)
 - *Artificial Shortage in Agricultural Supply Chains*
 - *Relative Performance Transparency: Effects on Sustainable Choices*
- 2019 MSOM & SIG Conferences (Singapore), peer-reviewed
 - *Artificial Shortage in Agricultural Supply Chains (SCM SIG Conference)*
 - *Consumer Trust in Social Responsibility Communications: The Role of Supply Chain Visibility*
- 2018 INFORMS Annual Meeting (Phoenix, AZ)
 - *Governance and Food Safety in China: A Data-Driven Approach*
 - *Relative Performance Transparency: Effects on Sustainable Choices*
- 2017 INFORMS Annual Meeting (Houston, TX)
 - *Risk Drivers for Economically Motivated Food Adulteration in China's Farming Supply Chains*
 - *Relative Performance Transparency: Effects on Sustainable Choices*
 - *Trust among Executives*
- 2017 MSOM & SIG Conferences (Chapel Hill, NC), peer-reviewed
 - *Risk Drivers for Economically Motivated Food Adulteration in China's Farming Supply Chains (iFORM SIG Conference)*
 - *Improving Supplier Social Responsibility under Incomplete Visibility*
 - *Relative Performance Transparency: Effects on Sustainable Purchase and Consumption Behavior*
 - *Trust among Executives*
- 2016 INFORMS Annual Meeting (Nashville, TN)
 - *An Empirical Investigation of Risk Drivers for Economically Motivated Food Adulteration in China's Farming Supply Chains*
 - *Levels versus Changes: The Impact of Information Transparency on Sustainability Behavior*
 - *Trust among Executives*
- 2016 Annual Behavioral Operations Conference (Madison, WI), peer-reviewed
 - *Markdown Pricing with Quality Perception and Consumer Optimism: From Experiment to Theory*
- 2016 INFORMS Revenue Management and Pricing Section Conference (New York, NY), peer-reviewed
 - *Markdown Pricing with Quality Perception and Consumer Optimism: From Experiment to Theory*
- 2016 POMS Annual Conference (Orlando, FL)

- *An Empirical Investigation of Risk Drivers for Economically Motivated Food Adulteration in China's Farming Supply Chains*
- *Levels versus Changes: The Impact of Information Transparency on Sustainability Behavior*
- *Markdown Pricing with Quality Perception and Consumer Optimism: From Experiment to Theory*
- *Motivating Supplier Social Responsibility under Limited Visibility*
- *Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives*
- *Trust among Executives*
- 2016 Annual POMS College of Sustainable Operations Mini-Conference (Orlando, FL), invited
 - *Using Controlled Experiments in Sustainable OM Research*
- 2016 Early-Career Sustainable Operations Workshop (Raleigh, NC), peer-reviewed
 - *Investment in Supply Chain Transparency for Social Responsibility*
- 2015 INFORMS Annual Meeting (Philadelphia, PA)
 - *Investment in Supply Chain Transparency for Social Responsibility*
 - *Markdown Pricing with Quality Perception and Consumer Optimism: From Experiment to Theory*
 - *Process-driven Discussions in Collective Decision Making for Operational Risk Management*
 - *The Role of Farming Supply Chain Structure in Driving Economically Motivated Food Adulteration*
 - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
 - *Trust, Social Networks, and Information Sharing among Executives*
- 2015 MSOM & SIG Conferences (Toronto, Canada), peer-reviewed
 - *Pricing with Quality Perception: Theory and Experiment*
 - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives* (Sustainable Operations SIG Conference)
- 2015 Behavioral Operations Workshop (Ithaca, NY), peer-reviewed
 - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
- 2015 POMS Annual Conference (Washington, D.C.)
 - *Investment in Supply Chain Transparency for Social Responsibility*
 - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
- 2015 Early-Career Sustainable Operations Workshop (Atlanta, GA)
 - *Assessing Consumers' Valuations of Socially Responsible Products with Controlled Experiments*
- 2014 INFORMS Annual Meeting (San Francisco, CA)
 - *Markdown or Everyday Low Price? The Role of Behavioral Motives*
 - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
- 2014 Mostly OM Workshop (Beijing, China)
 - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
- 2013 MSOM Conference (Fontainebleau, France), peer-reviewed
 - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2013 HBS "Sustainability and the Corporation: Big Ideas" Conference (Boston, MA), peer-reviewed
 - *The NGO's Dilemma: How to Influence Firms to Replace A Potentially Hazardous Substance*
- 2012 INFORMS Annual Meeting (Phoenix, AZ)
 - *Markdown or Everyday Low Price? The Role of Behavioral Motives*
 - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2012 MSOM Conference (New York, NY), peer-reviewed
 - *Markdown or Everyday Low Price? The Role of Behavioral Motives*
 - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2012 Behavioral Operations Workshop (Washington, D.C.), peer-reviewed

- *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2011 INFORMS Annual Meeting (Charlotte, NC)
 - *Markdown or Everyday Low Price? The Role of Behavioral Motives*
 - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2011 IFORS 19th Triennial Conference (Melbourne, Australia)
 - *Markdown or Everyday Low Price? The Role of Behavioral Motives*
- 2011 POMS Annual Conference (Reno, NV)
 - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2010 INFORMS Annual Meeting (Austin, TX)
 - *Behavioral Issues in Pricing Management*
 - *A Process Analysis of Global Trade Management – An Inductive Approach*
- 2010 POMS Annual Conference (Vancouver, Canada)
 - *Trust in Forecast Information Sharing*
 - *A Process Analysis of Global Trade Management – An Inductive Approach*
- 2009 INFORMS Annual Meeting (San Diego, CA)
 - *Trust in Forecast Information Sharing*
- 2009 MSOM Conference (Cambridge, MA), peer-reviewed
 - *Trust in Forecast Information Sharing*
- 2008 INFORMS Annual Meeting (Washington, D.C.)
 - *Trust in Forecast Information Sharing*